

UNIVERSITI TEKNOLOGI MARA

***MAQASID*-BASED PROTECTION
ASSESSMENT MODEL FOR
USER-GENERATED CONTENT**

SHARIFAH BINTI ALIMAN

Thesis submitted in fulfillment
of the requirements for the degree of
Doctor of Philosophy

Faculty of Computer and Mathematical Sciences

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CONFIRMATION BY PANEL OF EXAMINERS

I certify that a panel of examiners has met on 4th October 2016 to conduct the final examination of Sharifah Binti Aliman on her Doctor of Philosophy thesis entitled "*Maqasid*-based Protection Assessment Model for User-generated Content" in accordance with Universiti Teknologi MARA Act 1976 (Akta 173). The Panel of Examiners recommends that the student be awarded the relevant degree. The panel of Examiners was as follows:

Azlinah Binti Hj Mohamed, PhD
Professor
Faculty of Computer and Mathematical Sciences
Universiti Teknologi MARA
(Chairman)

Fariza Hanis Binti Abdul Razak, PhD
Senior Lecturer
Faculty of Computer and Mathematical Sciences
Universiti Teknologi MARA
(Internal Examiner)

Abdul Hanan Bin Abdullah, PhD
Professor
Faculty of Computing
Universiti Teknologi MALAYSIA
(External Examiner)

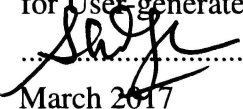
Sheikh Tahir Bakhsh, PhD
Associate Professor
Faculty of Computing and Information Technology
King Abdul Aziz University
Saudi Arabia
(External Examiner)

MOHAMMAD NAWAWI
DATO HJ SEROJI, PhD
Dean
Institute of Graduates Studies
Universiti Teknologi MARA
Date: 29 March, 2017

AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This topic has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic rules and regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student	:	Sharifah Binti Aliman
Student I.D. No.	:	2009215566
Programme	:	Doctor of Philosophy (Computer Science) - CS990
Faculty	:	Computer and Mathematical Sciences
Thesis title	:	Maqasid-based Protection Assessment Model for User-generated Content
Signature of Student	:	
Date	:	March 2017

ABSTRACT

Social media applications allow users to not only generate their own content (user-generated content(UGC)) but also to share with other social media users. Due to the dynamics and real-time publications of social media, many social media users lack the ability to think deeply or to acknowledge the negative impacts of their content that could harm on themselves or others in similar situations. The purpose of this research is to investigate how social media users protect themselves and others whilst using various social media. Literature shows that the disseminated food-based UGC without a filtering phase as this may contain disinformation and misinformation that can lead to such risks as false rumours, deception, panic situations, loss of credibility and a loss of reputation. In contrast to Western humanistic theories, Islamic principles offers an integral spiritual facet on protection measures that may serve as a form of self-awareness and self-assessment instrument for social media users and their online activities. Thus, this study proposes a new protection assessment model based on the *Maqasid Al-Shariah* framework. The model accentuates the essentials (called *darurriyat* in Arabic) dimensions of *Maqasid Al-Shariah*, which embraces the protection of faith, life, intellect, property and posterity. The study will design a *Maqasid*-based protection assessment model (named the MQPA model) that will be used for personal food blogs because blogs are still a prime social media issue in Malaysia. Islamic educators and psychometrics experts have reviewed the proposed MQPA model. The MQPA model instrument has been employed as an online survey tool to gain insights from convenient sample of social media users, i.e. food bloggers. After the data was collected, it underwent the Rasch analysis. The results show that the protection of life, intellect and property are utmost noticeable traits whilst the protection of posterity and faith are the least. Meanwhile, safety brand personality and motivation usage are considered to be contradict in which the safety brand personality is the easiest influential factor on a social media users' decision about the food products and services under discussion. The protection profiling from the validated MQPA model portrays fresh recognition of the *Maqasid*-based protection behaviour element of the model. Moreover, this research has proven that the MQPA model is fit to be developed as a web-based visualization application. The MQPA prototype successfully displays the graphical frequency distribution of protection measures based on the *Maqasid Al Shariah* that vividly visualizes the Shariah friendliness of food-based UGC. The friendliness of the *Maqasid*-based protection model is an innovative way of self-safeguarding for social media users, especially Muslim users, to assist in thoughtful behaviour whilst dealing with vibrant and instant dissemination.

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